AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended)   A method for controlling advertisements directed at a user comprising:

setting a filter to control the advertisements directed at the user, wherein said filter includes user-established settings for a reward threshold;

generating an estimate of a number of advertisements that are expected to be received by the user, the estimate based in part on the reward threshold;

providing the estimate to the user;

~~receiving~~ sending advertisements, based on the user-established settings for the reward threshold, ~~at~~ to the user's personal device, wherein the reward threshold comprises a minimum level of reward such that only advertisements with a reward above the minimum level of reward are received;

~~accepting~~ receiving an indication of acceptance of the advertisements at the user's personal device; and

providing the user with rewards for accepting the advertisements.

2. (Currently Amended) A method for controlling advertisements of a third party directed at a user of a search engine comprising:

permitting the user to login to an internet service;

creating a user profile containing filter criteria, wherein said filter criteria include user-established settings for a reward threshold;

reading the filter criteria, including the user-established settings for the reward threshold, from the user profile;

generating an estimate of a number of third party advertisements that are expected to be received by the user, the estimate based in part on the reward threshold;

<u>   providing the estimate to the user;</u>

providing third party advertisements to the user based on the filter criteria and the user-established settings for the reward threshold, wherein the reward threshold comprises a minimum level of reward such that only advertisements with a reward above the minimum level of reward are provided to the user;

determining if the user reviewed one or more of the third party advertisements; and

providing the user with a reward consistent with the user-established settings for the reward threshold if the user reviewed the third party advertisements.

3. (Previously Presented) The method of claim 2 wherein the user profile is created by a registered user.

4. (Previously Presented) The method of claim 2 wherein the filter criteria from the user profile comprises demographic profile information about the user provided by the user.

5. (Original) The method of claim 4 wherein the demographic profile information comprises static attributes.

6. (Previously Presented) The method of claim 5 wherein the static attributes comprise gender, income, profession, and family status.

7. (Original) The method of claim 4 wherein the demographic profile information comprises dynamic attributes.

8. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise the user's location, local time, and local weather.

9. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise whether the user is on work or personal time.

10. (Previously Presented) The method of claim 2 wherein the filter criteria from the user profile comprise subjects of interest to the user.

11. (Original) The method of claim 10 wherein the subjects of interest are selected by the user from a list.

12. (Original) The method of claim 10 wherein the subjects of interest are entered directly by the user.

13. (Cancelled)

14. (Cancelled)

15. (Previously Presented) The method of claim 2 wherein the reward comprises cash.

16. (Previously Presented) The method of claim 2 wherein the reward comprises tokens redeemable for goods or services.

17. (Previously Presented) The method of claim 2 wherein the reward threshold is adjustable by the user based on a media in which each of the advertisements is delivered.

18. (Previously Presented) The method of claim 17 wherein the media comprises plain text, recorded voice, live voice, graphics, streaming video, and live video.

19. (Previously Presented) The method of claim 2 wherein the reward threshold is adjustable by the user based on a length of each of the advertisements.

20. (Previously Presented) The method of claim 1 wherein the reward threshold is adjustable by the user based on the personal device receiving the advertisements.

21. (Previously Presented) The method of claim 20 wherein the personal device is selected from the group consisting of a home computer, a pager, a PDA, and a telephone.

22. (Previously Presented) The method of claim 2 wherein the filter criteria from the user comprises a time of day acceptable for sending advertisements to the user.

23. (Previously Presented) The method of claim 2 wherein the filter criteria from the user comprises allowing the user to provide a maximum number of advertisements allowed to be sent to said user within a designated time frame.

24. (Original) The method of claim 23 wherein the designated time frame comprises one day.

25. (Original) The method of claim 23 wherein the designated time frame comprises one week.

26. (Original) The method of claim 2 wherein the third party comprises a merchant.

27. (Previously Presented) The method of claim 2 wherein providing third party advertisements to the user based on the filter criteria comprises determining what advertisements to send to the user.

28. (Previously Presented) The method of claim 2 wherein providing third party advertisements to the user based on the filter criteria comprises determining when to send advertisements to the user.

29. (Previously Presented) The method of claim 2 wherein providing third party advertisements to the user based on the filter criteria comprises determining a frequency acceptable to the user for receiving advertisements.

30. (Cancelled)

31. (Previously Presented) The method of claim 2 wherein providing third party advertisements to the user comprises providing the user with a list of links in response to a search criteria of the user where the links to sites offering a highest reward value will be listed first in the list of links.

32. (Previously Presented) The method of claim 2 wherein determining if the user reviewed one or more of the third party advertisements comprises determining if the one or more third party advertisements was displayed on the user's screen.

33. (Previously Presented) The method of claim 2 wherein determining if the user reviewed one or more of the third party advertisements comprises determining if the one or more third party advertisements was read by the user.

34. (Previously Presented) The method of claim 2 wherein determining if the user reviewed one or more of the third party advertisements comprises determining if the user visited a third party's site.

35. (Currently Amended) A method wherein a third party selects users of a search engine are selected to receive messages of said a third party comprising:

retrieving user profiles, wherein said profiles include user-established settings for a reward threshold of corresponding users, each reward threshold comprising a minimum level of reward such that only messages with a reward above the minimum level of reward are retrieved received by each corresponding user;

comparing individual ones of the user profiles with criteria defined by the third party;

generating an estimate of a number of messages that are expected to be received by each user, the estimate based in part on the reward threshold of each user;

providing corresponding ones of the estimates to each user; and

sending one or more messages to a personal device of each user users whose profiles match profile matches the third party's criteria.

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36. (Previously Presented) The method of claim 35 wherein said user profiles comprise a record of information for a specific user.

37. (Previously Presented) The method of claim 36 wherein the information comprises demographic profile information of said specific user, wherein said information is provided by said specific user.

38. (Previously Presented) The method of claim 36 wherein the information comprises subjects of interest to said specific user.

39. (Cancelled)

40. (Previously Presented) The method of claim 36 wherein the information comprises a time of day acceptable for sending messages to said specific user.

41. (Previously Presented) The method of claim 36 wherein the information comprises a maximum number of messages within a designated time frame which said specific user will accept from a merchant.

42. (Original) The method of claim 35 wherein the messages comprise advertising messages.

43. (Original) The method of claim 35 wherein the third party is a merchant.

44 - 88. (Cancelled)